

ANTHROPOMETAPHORS IN OIL AND GAS DISCOURSE

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Abstract: Anthropometaphors are an important source of not only linguistic but also historical and cultural knowledge. The article provides examples of the anthropometaphors in oil and gas discourse.

Key words: technical literature, modern terms of the oil and gas industry, “metaphorical nominations.

In the modern world, the need for a detailed linguistic study of the theory and practice of translating technical literature is no longer doubtful.

This fact gives us the right to call the concept of "term" and its study one of the promising areas of modern linguistics and terminology.

There is no doubt that language is the most important and paramount phenomenon that ensures communication. In this regard, a special language becomes the most developing representative of the vocabulary of the language. It certainly plays an extremely important role in modern society. This role lies in the fact that each special field of knowledge creates and further develops its own language apparatus for designating concepts, their comprehension and transmission in the course of communication.

The oil and gas industries are the basis of the fuel and energy complex of the modern world. Oil and gas are transported mainly through pipelines operating at any time of the year and day, which ensures the manufacturability of their use and saves time and money, improves working conditions, as well as the sanitary condition of cities, enterprises and residential buildings.

It should be emphasized that one of the most difficult areas of technical translation in terms of highly specialized terminology is oil and gas topics. Terms, being part of the general literary language, are not static formations, they, like the language as a whole, are subject to constant changes and transformations.

The formation of modern terms of the oil and gas industry occurs due to external means of nominating objects (borrowed vocabulary) and internal nominative means, among which semantic, morphological, syntactic methods of creating terms stand out. One of the types of the semantic method of term formation is metaphorization. Following E.V. Smirnova, we believe that “metaphorical nominations contribute to the acquisition of such an important quality by terms as implementation (generally accepted, common use). In such a special area of knowledge as the oil and gas business, a metaphor is not just a way to adequately define a concept, but often it is the only way to nominate a particular object or process” [3,142].

The essence of the metaphor in this case is that it conveys new concepts of a special field of knowledge with the help of available language means.

As the material shows, modern oil and gas discourse is diverse in its metaphorical concepts that reflect the surrounding reality. The metaphorical transfer of meaning becomes the basis for the development of pragmatic meanings in terms of the oil and gas industry with components of objective features. In this article, we made an attempt to distinguish between anthropometaphors (the term Gorokhova N.V.). These are metaphors that convey concepts related to a person and all aspects of his life [2,210]:

Type "Physical": baby tower - a small-sized evaporator column, dead man - an anchor to which the guy of the drilling rig is attached, tank breathing - the breathing of the tank, rock age - the age of the rock.

In this case, we observe the metaphorization of abstract vocabulary. As our study shows, this is a less frequent way of term formation.

Behavioral type: Metaphors illustrating human behavior: noise smile - migratory arc, screamer - riding worker, flow disturbance - oil flow disturbances, behavior of well - well behavior.

Type "Social": Metaphors illustrating the social life of a person:

Incompetent rock - incompetent rock, seam rise - formation uprising, machine / control marriage control device docking, body shop - body shop

Type "Professional": Metaphors illustrating the spheres of human activity:

Stripper is a marginal well, killer is an inclined well, dancer is a compensator, thief is a sampling tube, doctor is a scraper.

Household type: Metaphors illustrating everyday life of a person (clothes, dishes, food, etc.): hat - planting a pipe with a “hat”, drive shoe - shoe of a siege pipe, pump collar - pump collar, gripping fork - rotor fork, macaroni - small pipe diameter.

Thus, the research material allows us to draw the following conclusion: in specialized English-language dictionaries of the oil and gas industry, the basis of education metaphor is the concept of "man as a biological and social being".

This gives grounds to assert that anthropometaphors are an element of the oil and gas metaphorical picture of the world. Of interest is the comparison of the terms of the main pipelines of the oil and gas complex from different languages.

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